

Northern Macomb County Citizen Opinion Survey

Bruce Township 2002

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Community Partners and Steering Committee Members

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Bruce Township	Mark Falker
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2,261 Residents who completed the survey

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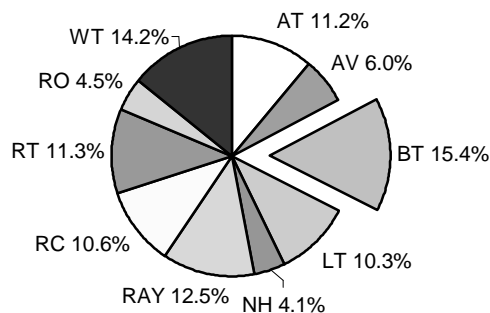
Community Profile

Of 668 surveys randomly distributed to Bruce Township residents, 340 were returned usable. That was a 50.9% response rate, which was the highest of all the communities. See Table 1. Figure 1 illustrates Bruce Townships percentage of respondents compared to the Total Report response.

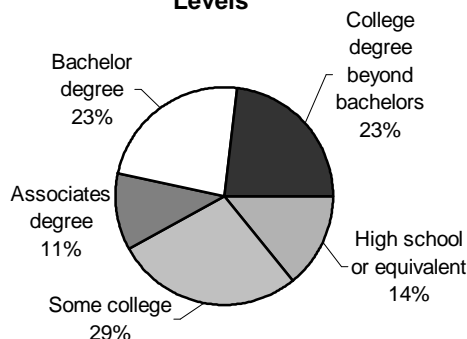
Respondent Demographics:

- 55% Male, 45% female.
- 27.6% had some college, another 11.4% had an Associates Degree and 46.7% had a Bachelor's or Post-Bachelor's Degree. See Figure 2.
- 55.7% were 40-59 years of age with 23.2% less than 39 and 21% 60 or over.
- Nearly 75% lived in 2-adult households with over 95% having 1 or more children.
- Over 86% had household incomes over \$50,000.

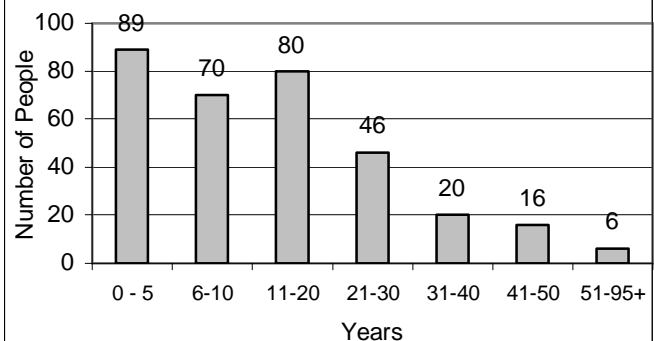
BT Figure 1: % of Community Response of the Total



BT Figure 2: Respondents Education Levels



BT Figure 3: Length of Citizen Residency



- Ethnic diversity included .6% Asian, .9% multi-cultural, .3% Native American Indian, .3% Spanish origin and 97.8% white.

Of those that responded, 100% owned their home:

- 25.5% lived in single family homes,
- 19.9% lived on rural lots of less than 5 acres.
- 24.5% lived on large, non farm lots of more than 5 acres
- 2.8% lived on operating farms
- 23% lived in a subdivision

Survey participants indicated that 48.6% had lived in Bruce Township 10 years or less. Another 27% had lived in the township 11-20 years. Only 12.8% had lived there 30 or more years. See Figure 3 above.

Community Demographics:

Population (1990) - 6,012

Population (2000) - 8,158

- Total Land - 36.4 sq. miles (23,296 acres)
- Total Water (sq. miles) - 0.20 (128 acres)
- Residential Acres* - 2,251
- Commercial Acres* - 31
- Agriculture Acres* - 6,566
- Vacant Acres* - 8,468
- Housing Units—2,919
- Density/square mile:
Population—224.1
Housing—80.2

*1990 Census figures

BT Table 1: Survey Response Rate	Amount Originally Mailed	Total Responses	Returned defective	Valid Usable Surveys	% of Total Usable Responses
Bruce Twp	668	351	11	340	50.9%
Total Responses	5420	2261	48	2213	40.8%

Section 1: Preferences and Concerns

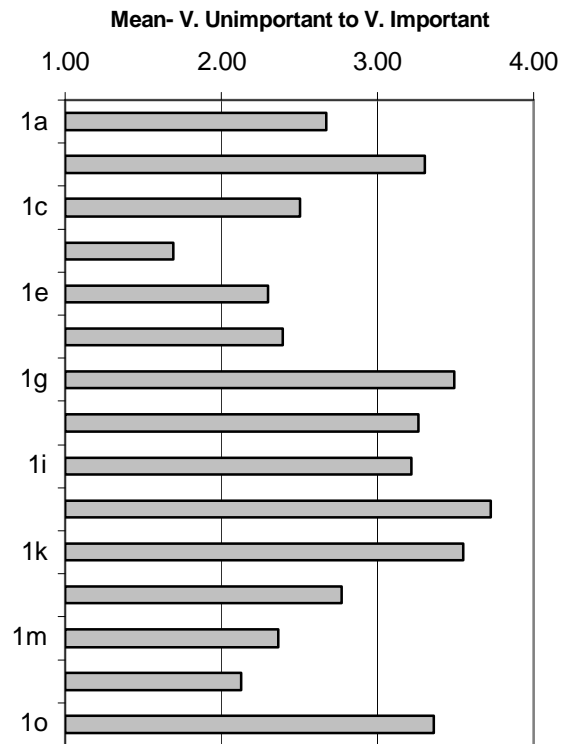
Bruce Township survey participants were asked to prioritize what factors affected their decision about where to live. Of fifteen possible factors, they identified seven with a mean score of three or above (on a scale of one to four with one being very unimportant and four being very important). These seven factors were the same as chosen in the Total Report (indicated in parenthesis) as well as in the same order, they were:

- Public Safety/Crime (1)
- Quiet Place in the Country (2)
- Good Schools (3)
- Small Town Atmosphere (4)
- Affordable Home Price (5)
- Health Care (6)
- Improved Roads (7)

The first two factors, while not close in mean score were close in combined percentage of important/very important responses. *Public safety/crime* was first with 98.5% important/very important combined percentage. *Quiet place in the country* was second with a combined 94.3%. Bruce Township had the highest mean score and very important percentage of all ten communities for *Public safety/crime*.

Good schools and *Small town atmosphere* were very close in combined important/very important percentage, with 89.5% and 89.2%, respectively, but not in mean score. *Affordable home price*, *Health care* and *Improved roads* were fifth through seventh, respectively. See Table 2, Figure 4.

BT Figure 4: Factors in Where to Live



BT Table 2: Factors in Where to Live		Total	V. Unimportant		Unimportant		Important		V. Important		Mean	Rank
			1	%	2	%	3	%	4	%		
1a	Access to Shopping	337	24	7.1%	113	33.5%	150	44.5%	50	14.8%	2.67	9
1b	Affordable Home Price	333	11	3.3%	28	8.4%	143	42.9%	151	45.3%	3.30	5
1c	Close to Work	323	36	11.1%	120	37.2%	135	41.8%	32	9.9%	2.50	10
1d	Commercial Airport Access	329	146	44.4%	147	44.7%	28	8.5%	8	2.4%	1.69	15
1e	Cultural Opportunities	319	49	15.4%	139	43.6%	117	36.7%	14	4.4%	2.30	13
1f	Family in Area/Grew Up Here	321	67	20.9%	113	35.2%	88	27.4%	53	16.5%	2.40	11
1g	Good Schools	334	15	4.5%	20	6.0%	84	25.1%	215	64.4%	3.49	3
1h	Health Care	334	5	1.5%	34	10.2%	164	49.1%	131	39.2%	3.26	6
1i	Improved Roads	335	9	2.7%	43	12.8%	150	44.8%	133	39.7%	3.21	7
1j	Public Safety/Crime	336	3	0.9%	2	0.6%	80	23.8%	251	74.7%	3.72	1
1k	Quiet Place in the Country	333	3	0.9%	16	4.8%	110	33.0%	204	61.3%	3.55	2
1l	Recreational Opportunities	331	13	3.9%	101	30.5%	165	49.8%	52	15.7%	2.77	8
1m	Sewage/Water Treatment	324	67	20.7%	123	38.0%	82	25.3%	52	16.0%	2.37	12
1n	Site Near or With Water Access	323	68	21.1%	172	53.3%	57	17.6%	26	8.0%	2.13	14
1o	Small Town Atmosphere	332	10	3.0%	26	7.8%	131	39.5%	165	49.7%	3.36	4

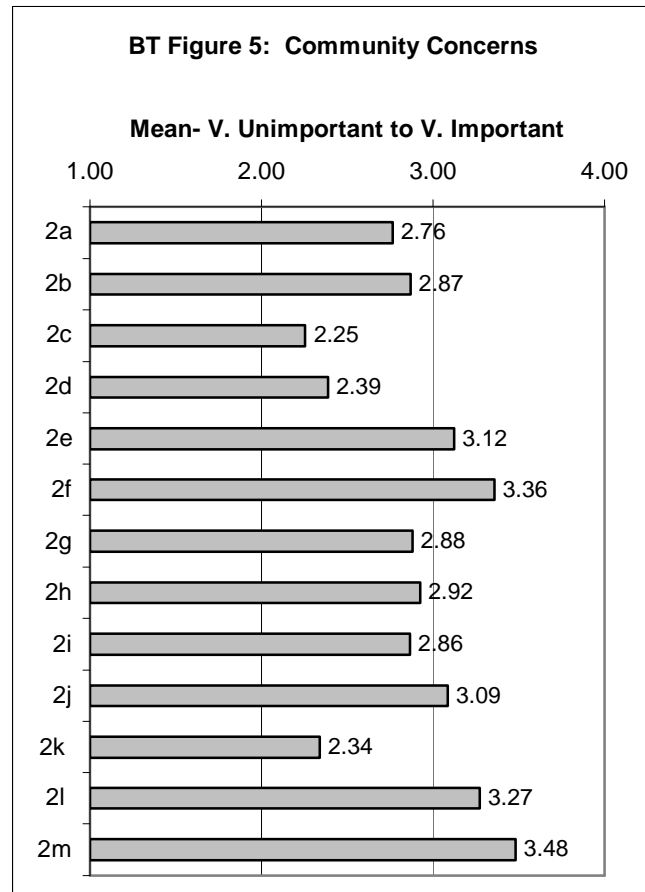
Traffic congestion was the number one community concern of participants using a one to four scale, with one being very unimportant and four being very important. The top six concerns were:

- Traffic congestion (2)
- Loss of open space (1)
- Rapid Residential growth (3)
- Loss of family farms (4)
- Rapid business/commercial growth (5)
- Loss of sense of community (6)

The numbers in parentheses indicate their Total Report ranking.

The mean score for *Traffic congestion* was only .12 points higher than the second place concern, *Loss of open space*. The third concern was *Rapid residential growth*. Looking at combined important/very important percentages, there was less than 6% difference between *Traffic congestion* (89.3%) and *Rapid residential growth* (83.4%). This showed how important citizens viewed these concerns. *Loss of family farms* and *Rapid business/commercial growth* were fourth and fifth, with much lower combined percentages of 76.5% and 74.7%, respectively.

Looking back at factors in where to live, *Improved roads* was near the middle in priority. However, *Traffic congestion* ranked number one in community concern. See Table 4, Figure 5.



BT Table 3 : Community Concerns		Total	V. Unimportant		Unimportant		Important		V. Important		Mean	Rank
			1	%	2	%	3	%	4	%		
2a	Deterioration of downtown areas	333	39	11.7%	69	20.7%	157	47.1%	68	20.4%	2.76	10
2b	Fragmentation of land by low density development	300	36	12.0%	59	19.7%	114	38.0%	91	30.3%	2.87	8
2c	Lack of affordable housing	330	68	20.6%	142	43.0%	88	26.7%	32	9.7%	2.25	13
2d	Lack of park and recreational facilities	332	56	16.9%	131	39.5%	106	31.9%	39	11.7%	2.39	11
2e	Loss of family farms	336	20	6.0%	59	17.6%	117	34.8%	140	41.7%	3.12	4
2f	Loss of open space	337	14	4.2%	30	8.9%	114	33.8%	179	53.1%	3.36	2
2g	Loss of outdoor recreation areas	333	21	6.3%	95	28.5%	120	36.0%	97	29.1%	2.88	7
2h	Loss of sense of community	335	21	6.3%	87	26.0%	124	37.0%	103	30.7%	2.92	6
2i	Loss of wetlands	332	33	9.9%	94	28.3%	90	27.1%	115	34.6%	2.86	9
2j	Rapid business and/or commercial growth	336	20	6.0%	65	19.3%	117	34.8%	134	39.9%	3.09	5
2k	Time spent commuting to work	322	53	16.5%	141	43.8%	94	29.2%	34	10.6%	2.34	12
2l	Rapid residential growth	337	12	3.6%	44	13.1%	122	36.2%	159	47.2%	3.27	3
2m	Traffic congestion	338	7	2.1%	29	8.6%	96	28.4%	206	60.9%	3.48	1

Section 2: Perceptions Regarding Community Growth

When residents were asked about past and future growth, they agreed with the Total Report on some items and differed on others.

As with all of the survey communities, 90% agreed/strongly agreed *There had been significant growth pressures in my community during the past five years*. Over 95% agreed/strongly agreed these pressure would continue for the next five years as well.

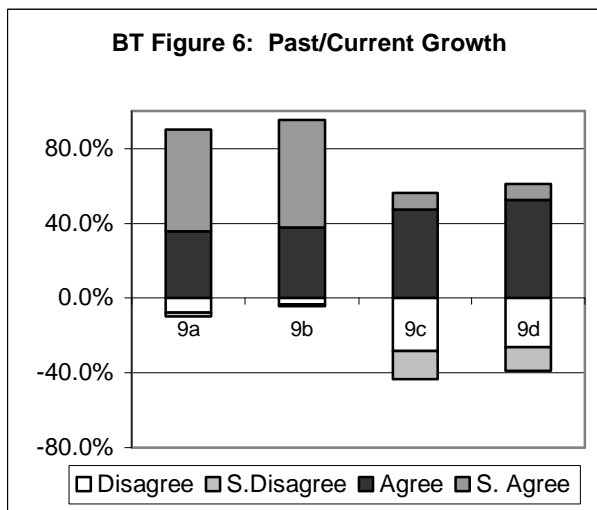
When asked if *There had been adequate restrictions on development in my community during the past five years*, 56.4% agreed or strongly agreed there had been. Only 46% in the Total Report agreed/strongly agreed that there had been adequate restrictions.

Finally, when asked if *For the past five years development in the community had been well planned*, 61% agreed/strongly agreed that it had. The Total Report had 44.5% agree/strongly agree responses that development had been well planned. Con-

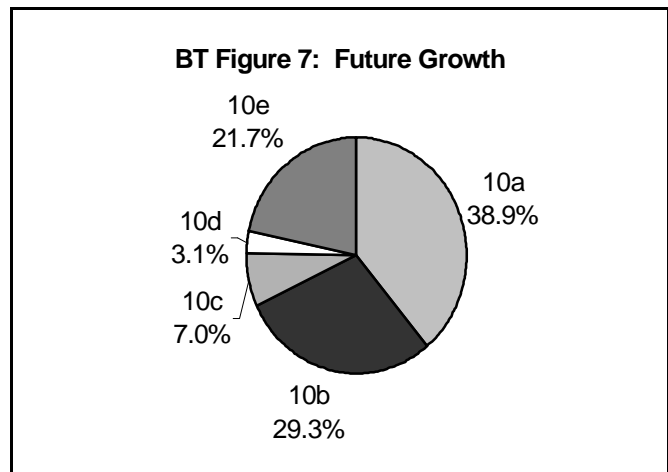
versely, Bruce Township had the lowest strongly disagree response of all communities with 12.7%. See Table 4, Fig. 6.

Nearly 39% of survey participants would *Encourage development provided adequate (infrastructure) was existing or available*. That was the number one answer in most communities as well as in the Total Report. Respondents second choice was *I am satisfied with the current rate of growth of our community* with 29.3%. Only one community had a higher percentage for this item. Nearly 22% thought *The community should attempt to stop all new development*.

Those responses all fit together. Residents had high percentages who agreed that adequate restrictions were in place and that development had been well planned. It follows that they would be satisfied with current growth rate and encourage it to continue in the same manner. See Table 5, Figure 7.



BT Table 4 : Past/Current Growth		Disagree		Agree	
		-1	-2	+3	+4
9a	There has been significant growth pressure in my community during the past five years	6	26	115	175
		1.9%	8.1%	35.7%	54.3%
9b	Growth pressure in my community will increase significantly in the next five years	4	11	123	187
		1.2%	3.4%	37.8%	57.5%
9c	There have been adequate restrictions on development in my community during the last 5 years.	46	86	144	27
		15.2%	28.4%	47.5%	8.9%
9d	For the past five years development in the community has been well planned	36	75	149	24
		12.7%	26.4%	52.5%	8.5%



BT Table 5: Future Growth		No.	% of 314	Rank
10a	I encourage development provided that adequate utilities, roads, schools, fire and police services, etc. are existing or available.	122	38.9%	1
10b	I am satisfied with the current rate of growth of our community.	92	29.3%	2
10c	I believe that growth should take its own course with as little government interference as possible.	22	7.0%	4
10d	I would like to see the community actively encourage growth.	10	3.1%	5
10e	The community should attempt to stop all new development.	68	21.7%	3

Participants' responses on the issue of roads and road system needs identified three needs based on a one to four scale with one being no need and four being great need. The top three needs were to *Improve existing roads*, *Widen existing roads* and *Encourage the expansion of some roads to highways*.

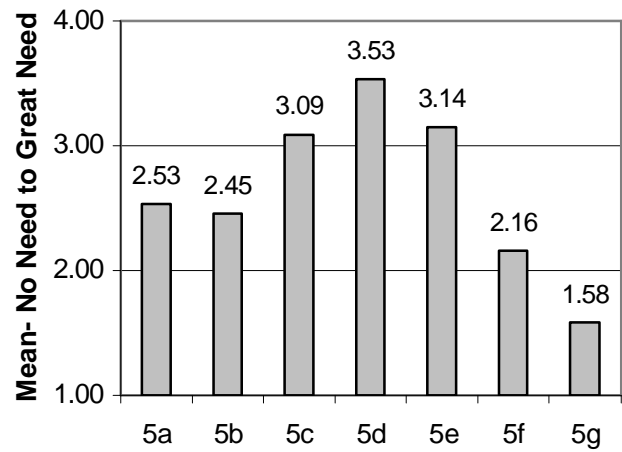
Improve existing roads was ranked number one by a combined need/great need percentage of 92.1% compared to *Widen existing roads* with 76.6%. *Improve existing roads* also had a significantly higher great need response, 61.8% to 43%.

Interestingly, *Widen existing roads* was very close to the third ranked need, *Encourage the expansion of some roads to highways* with 76.6% to 76.2%, respectively. See Table 6, Figure 8.

The issue of roads also generated a number of written comments from participants. While there were a variety of comments about the current road situation, three major areas surfaced:

- Pave the dirt/gravel roads
- Maintain gravel roads
- Encourage M-53 to I-69 expansion

BT Figure 8: Road Needs



The *Encourage the expansion of some roads to highways*, the third ranked need, could be in relation to the written comments encouraging the expansion of M-53 to I-69. See Bruce Township comments in the appendix for a complete list.

BT Table 6: Road Needs		Total	No Need		Low Need		Need		Great Need		Mean	Rank
			1	%	2	%	3	%	4	%		
5a	Build freeways	321	81	25.2%	72	22.4%	86	26.8%	82	25.5%	2.53	4
5b	Build new roads	317	70	22.1%	98	30.9%	84	26.5%	65	20.5%	2.45	5
5c	Encourage the expansion of some roads to highways (such as M-59)	320	25	7.8%	51	15.9%	115	35.9%	129	40.3%	3.09	3
5d	Improve existing roads	330	3	0.9%	23	7.0%	100	30.3%	204	61.8%	3.53	1
5e	Widen existing roads	321	17	5.3%	58	18.1%	108	33.6%	138	43.0%	3.14	2
5f	Expand public bus or transit system	313	94	30.0%	112	35.8%	70	22.4%	37	11.8%	2.16	6
5g	Airport expansion	302	169	56.0%	103	34.1%	18	6.0%	12	4.0%	1.58	7

Section 3: Environment and Natural Resources Protection

When citizens were asked to identify community resources that should be protected, all items received a “positive” ranking based on a one to four scale with one being very unimportant and four being very important.

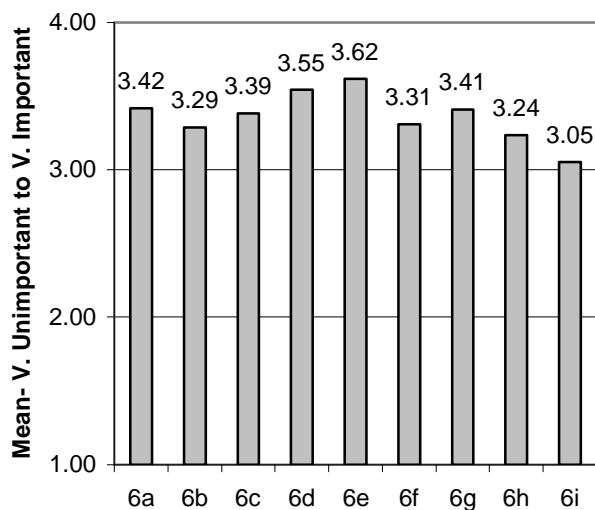
Lake/stream water quality and *Ground water resources* were ranked first and second by mean score, very important percentage and combined important/very important percentage. *Woodlots* ranked fifth in mean score and very important responses. However, in combined percentage, it actually ranked third ahead of *Rural character* and *Wildlife and wetland habitat*.

Also, *Farmland* had a higher very important response percentage, but it had a lower combined percentage than the sixth ranked *Existing Downtown Area*. See Table 7, Figure 9.

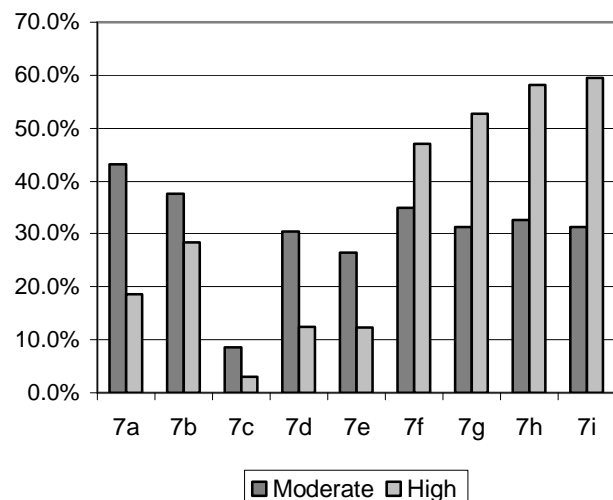
Participants then ranked what items should be a priority in the community. Four of the nine items received a mean score of three or above based on a one to four scale with one being very unimportant and four being very important. *Protecting land along river ways*, *Protecting wood lands*, *Protecting farmland from development*, *Preserving wetlands and marshes* were identified as efforts that should be given priority. The five remaining items emphasized building or expanding, which is probably why they were not ranked as efforts that should get community priority.

Using a broad interpretation, residents chose many of the same items as both important to protect and as a community concern. It appears that any item listed as building or expanding may have been interpreted as more development and would have ranked lower with residents. See Table 8, Figure 10.

BT Figure 9: Protecting Resources



BT Figure 10: Moderate/High Community Effort Priorities



BT Table 7: Protecting Resources		Total	V. Unimportant		Unimportant		Important		V. Important		Mean	Rank
			1	% 1	2	% 2	3	% 3	4	% 4		
6a	Rural character	323	17	5.3%	18	5.6%	101	31.3%	187	57.9%	3.42	3
6b	Farmland	326	21	6.4%	30	9.2%	109	33.4%	166	50.9%	3.29	7
6c	Woodlots	324	15	4.6%	16	4.9%	122	37.7%	171	52.8%	3.39	5
6d	Ground water resources	324	15	4.6%	9	2.8%	84	25.9%	216	66.7%	3.55	2
6e	Lake/stream water quality	328	14	4.3%	4	1.2%	75	22.9%	235	71.6%	3.62	1
6f	Scenic views	326	15	4.6%	29	8.9%	121	37.1%	161	49.4%	3.31	6
6g	Wildlife and wetland habitat	327	18	5.5%	18	5.5%	103	31.5%	188	57.5%	3.41	4
6h	Existing downtown area	325	16	4.9%	32	9.8%	135	41.5%	142	43.7%	3.24	8
6i	Rec. sites/area	323	22	6.8%	47	14.6%	146	45.2%	108	33.4%	3.05	9

BT Table 8: Community Effort Priorities		Total	No		Low		Moderate		High		Mean	Rank
			1	%	2	%	3	%	4	%		
7a	Building more parks for sporting activities and family outings	322	30	9.3%	93	28.9%	139	43.2%	60	18.6%	2.71	6
7b	Building more hiking and biking trails	324	30	9.3%	80	24.7%	122	37.7%	92	28.4%	2.85	5
7c	Building public golf courses	327	159	48.6%	130	39.8%	28	8.6%	10	3.1%	1.66	9
7d	Expanding existing state parks	322	58	18.0%	126	39.1%	98	30.4%	40	12.4%	2.37	7
7e	Expanding public hunting and fishing opportunities	326	79	24.2%	121	37.1%	86	26.4%	40	12.3%	2.27	8
7f	Preserving wetlands and marshes	327	16	4.9%	43	13.1%	114	34.9%	154	47.1%	3.24	4
7g	Protecting farmland from development	330	14	4.2%	39	11.8%	103	31.2%	174	52.7%	3.32	3
7h	Protecting wood lands	328	9	2.7%	21	6.4%	107	32.6%	191	58.2%	3.46	2
7i	Protecting land along river ways	326	8	2.5%	22	6.7%	102	31.3%	194	59.5%	3.48	1

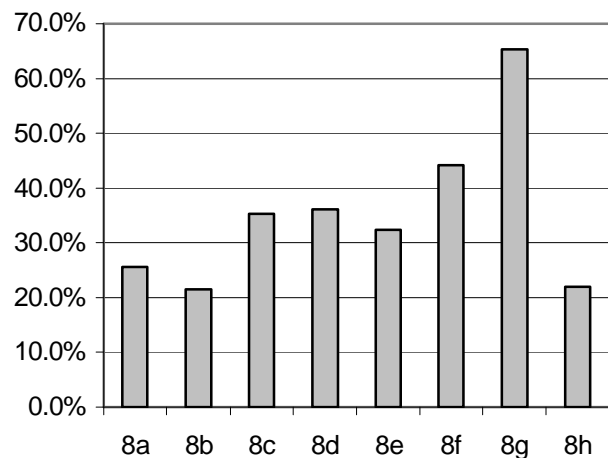
When asked to identify barriers to meeting land use challenges, township participants clearly identified *Pressure from developers* as the number one barrier. Of the 340 respondents, 65.3% checked this item. *Poor public understanding of land use issues* was second with 44.1%. Ranked 3rd with 36.2% was *Lack of planning and zoning coordination with adjoining communities*. Bruce Township residents ranked this slightly higher than the Total Report. It also had the highest percentage of people choosing this as a barrier than any other community. Only 21.5% felt that a *Lack of adequate land use regulations* was a barrier to land use challenges in the township. This reinforces data from *Section 2* where the majority of respondents agreed there had been adequate restrictions on growth in the community. See Table 9, Figure 11.

Written comments regarding land use development focused on the following items:

- Developers have too much influence
- Non-adherence to current regulations, zoning, Master Plan

See Bruce Township comments in the Appendix for complete list.

BT Figure 11: Barriers to Effective Land Use



BT Table 9: Barriers to Effective Land Use		No.	% of 340	Rank
8a	Lack of adequate enforcement of regulations	87	25.6%	6
8b	Lack of adequate land use regulations	73	21.5%	8
8c	Lack of adequate planning	120	35.3%	4
8d	Lack of planning and zoning coordination with adjoining communities	123	36.2%	3
8e	Poor public support for difficult land use decisions	110	32.4%	5
8f	Poor public understanding of land use issues	150	44.1%	2
8g	Pressure from developers	222	65.3%	1
8h	Too much state and federal regulation	75	22.1%	7

Section 4: Open Space, Natural Areas and Farmland Preservation

In other surveys conducted around the state, open space, natural areas and farmland were all identified as important resources to protect. Using a one to four scale, one being very unimportant and four being very important, respondents were asked to rank why these areas were important and what option(s) they would support to protect them.

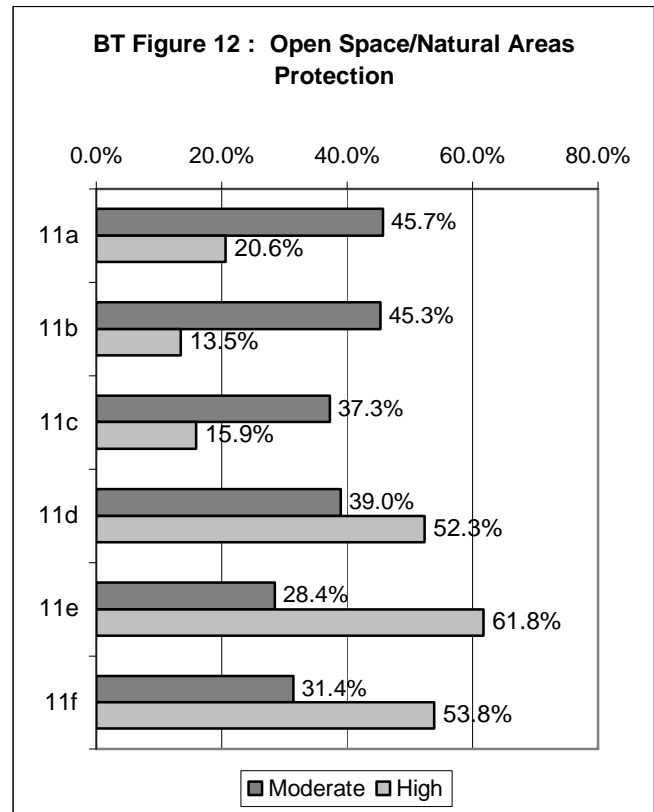
The top three reasons to protect Open space and Natural Areas based on a mean score of three or above and very important responses were to:

1. To preserve the rural character of the community.
2. To maintain the environmental benefits of open space.
3. To Slow down and control growth.

To preserve the rural character of the community had over 9% more very important responses than the second ranked item, *To maintain environmental benefits of open space*. However, in combined important/very important response percentage, *To preserve rural character of the community* was lower than *To maintain environmental benefits of open space*, 90.2% to 91.3%, respectively. See Table 10, Figure 12.

This strong support for environmental protection relates back to *Section 3* where all of the natural resources features were ranked important to protect.

Looking at residents' responses on the environmental issues, there was a theme that open space and natural areas were valued in and of themselves. Those areas were also part of how the community identified its character - rural, small town atmosphere. Open space and natural areas were important in that definition.



BT Table 10: Open Space/Natural Areas Protection		Total	Very Unimportant		Unimportant		Important		V. Important		Mean	Rank
			1	%	2	%	3	%	4	%		
11a	To provide more park space for family outings and sporting activities	315	27	8.6%	79	25.1%	144	45.7%	65	20.6%	2.78	4
11b	To expand public access for recreational opportunities	311	29	9.3%	99	31.8%	141	45.3%	42	13.5%	2.63	5
11c	To maintain hunting and fishing opportunities	314	49	15.6%	98	31.2%	117	37.3%	50	15.9%	2.54	6
11d	To maintain environmental benefits of open space (watershed protection, natural areas, wildlife habitat)	323	12	3.7%	16	5.0%	126	39.0%	169	52.3%	3.40	2
11e	To preserve the rural character of the community	327	12	3.7%	20	6.1%	93	28.4%	202	61.8%	3.48	1
11f	To slow down and control development	325	18	5.5%	30	9.2%	102	31.4%	175	53.8%	3.34	3

On a one to three scale with one being no support, two being some support, three being support, residents ranked possible options to protect farmland. Residents clearly supported two of the six options. They indicated some support for three others.

Bruce Township was one of the five communities in the survey that ranked *Limit the number of new homes in rural areas through stricter land and zoning regulations* as number one with 67.2% support and 18.9% some support. See Table 11, Figure 13.

Providing reduced property taxes to farmers who voluntarily agree to not develop their land was second with 65.7% support and 20.8% some support.

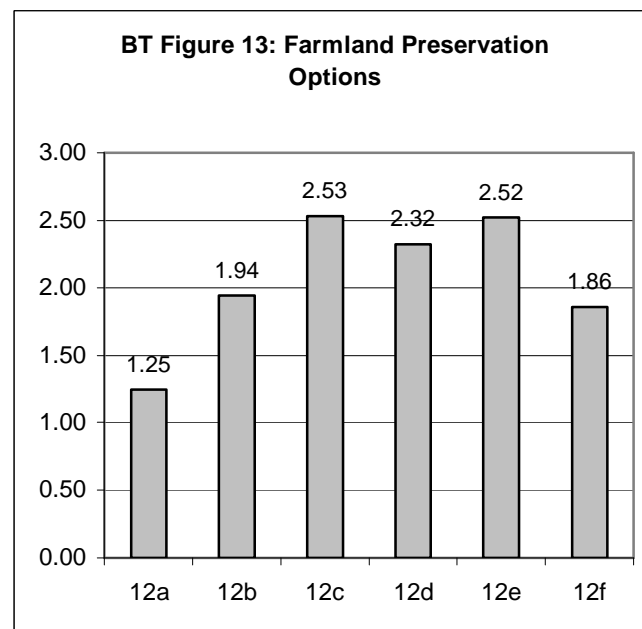
Over half of the participants, 53.2% supported the third ranked option, *Pay the farmers who voluntarily agree to permanently protect farmland from future development through a conservation easement*.

Allowing developers to build more homes than zoning currently allows in exchange for financially supporting farmland preservation programs had over 80% no support responses. This was the highest no support response percentage of all ten communities.

As with the Total Report responses which parallel these results, it's difficult to know whether participants did not want increased density as a way to

control growth or if they objected to any zoning variances.

Finally, the top 2 options required funding either to support the activity or replace reduced revenues to the community. Over half of the survey respondents, nearly 57%, indicated *support or some support for a modest fee or tax if it could really help preserve farmland*.



BT Table 11: Farmland Preservation Options		Total	No Support		Some Support		Support		Mean	Rank
			1	%	2	%	3	%		
12a	Allow developers to build more homes than zoning currently allows in exchange for financially supporting farmland preservation programs	291	234	80.4%	42	14.4%	15	5.2%	1.25	6
12b	Direct or encourage more development in and around existing cities and/or villages	302	103	34.1%	113	37.4%	86	28.5%	1.94	4
12c	Limit the number of new homes in rural areas through stricter land use and zoning regulations	317	44	13.9%	60	18.9%	213	67.2%	2.53	1
12d	Pay farmers who voluntarily agree to permanently protect farmland from future development through a conservation easement	299	62	20.7%	78	26.1%	159	53.2%	2.32	3
12e	Provide reduced property taxes to farmers who voluntarily agree to not develop their land	318	43	13.5%	66	20.8%	209	65.7%	2.52	2
12f	I would support a modest fee or tax if it could really help preserve farmland	299	129	43.1%	84	28.1%	86	28.8%	1.86	5

Section 5: Housing

Bruce Township residents had similar and dissimilar responses when asked about housing needs and home price ranges preferred in the community.

The top two choices, *Single family homes* and *Retirement housing*, seemed to reflect a preference for permanent housing stock.

Only 60.3% of respondents expressed a need or great need for new *Single family homes*. This mirrored the Total Report results. *Retirement housing*, which ranked #2 in the township, had 56.7% need/great need responses. This was slightly higher than the Total Report results.

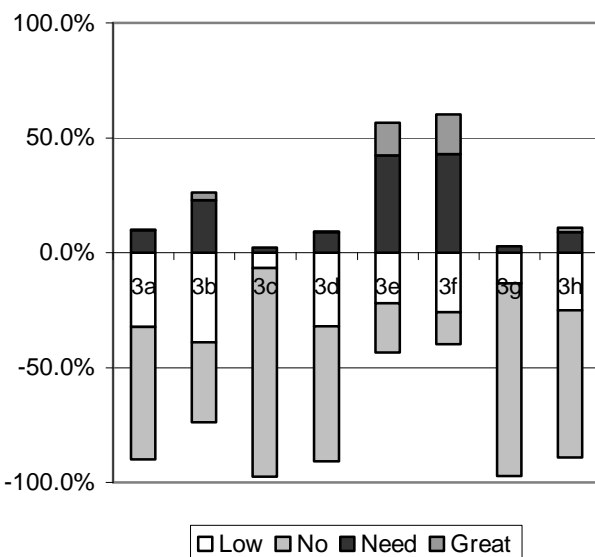
At the same time, participants overwhelmingly indicated no need for *Mobile home parks* with 90.9% no need and 6.6% low need. These results were consistent among all ten communities. See Table 12, Figure 14.

The response to what range of housing was needed based on price was very different from most communities and the Total Report results. It did, however, relate to the type of housing needed data. Homes in the \$150,000-225,000 range were the first choice with 35% of respondents. This is where the similarity ends.

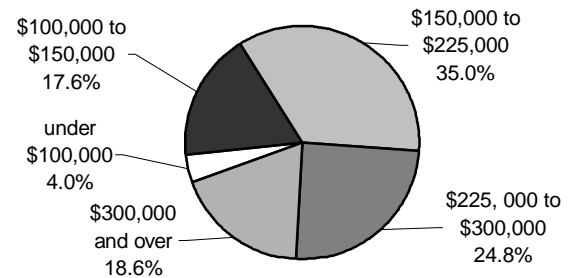
The second choice was \$225,000-300,000 with nearly 25% and third was \$300,000 and over at over 18%.

Those results did reflect the single family homes needs with space for families. Those price ranges did not, however, provide the ability of offering retirement housing at a price affordable to retirees on a fixed income or young families looking for their first home. See Table 13, Figure 15.

BT Figure 14: Housing Needs



BT Figure 15: Housing Price Range



BT Table 13: Housing Price Range		No	% of 323	Rank
4a	under \$100,000	13	4.0%	5
4b	\$100,000 to \$150,000	57	17.6%	4
4c	\$150,000 to \$225,000	113	35.0%	1
4d	\$225,000 to \$300,000	80	24.8%	2
4e	\$300,000 and over	60	18.6%	3
Total		323	100.0%	

BT Table 12: Housing Needs		Total	No		Low		Need		Great		Mean	Rank
			(-)1	%1	(-)2	%2	3	%3	4	%4		
3a	Apartments	323	186	57.6%	104	32.2%	32	9.9%	1	0.3%	1.53	4
3b	Condominiums	325	113	34.8%	126	38.8%	75	23.1%	11	3.4%	1.95	3
3c	Mobile Home Parks	331	301	90.9%	22	6.6%	8	2.4%	0	0.0%	1.11	8
3d	Rental Homes	319	187	58.6%	102	32.0%	29	9.1%	1	0.3%	1.51	5
3e	Retirement Housing	325	70	21.5%	71	21.8%	138	42.5%	46	14.2%	2.49	2
3f	Single Family	323	45	13.9%	83	25.7%	139	43.0%	56	17.3%	2.64	1
3g	Single/Double wide mobile homes on private lots	328	274	83.5%	44	13.4%	10	3.0%	0	0.0%	1.20	7
3h	Manufactured Homes	323	206	63.8%	81	25.1%	30	9.3%	6	1.9%	1.49	6

Section 6: Efforts for Economic Development

When asked about the level of time and money that should be directed toward attracting seven economic activities, only one item was identified as a moderate or high effort. On a one to four scale with one being no effort and four being high effort, *Farming* was number one with a mean score of 3.03. That translated into a combined moderate/high effort of 76.9%.

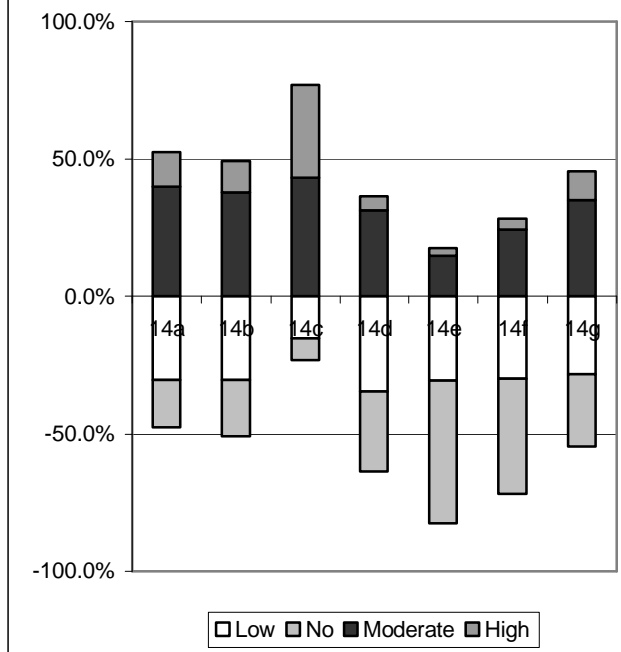
There were large gaps between the top three items. *Agriculture product processing* was second with a combined percentage of 62.5%. The third ranked choice was *Commercial/retail business* at 49.3%.

New housing development ranked last with 82.5% indicating no/low effort toward attracting new homes. This disagreed somewhat with the results in *Section 5* where there was some support for specific types of housing and in *Section 2* where residents said *they were satisfied with the current rate of growth* and would encourage new development under specific conditions. See Table 14, Figure 16

It is interesting to note that three of the top four choices are all activities that require *less* money in services needed *from* the community than they pay in taxes *to* the community.

Note: The data and percentages for the *New Home development* may be lower than normal due to a printing error in question 14 on the survey. It may have confused some respondents and they simply did not answer that item on the survey.

BT Figure 16: Future Community Efforts



Written comments from residents were diverse and included:

- More restaurants/Retail options
- Manufacturing or Hi-Tech Professional complex
- Need hotel/motel/campground
- No housing, golf courses, gas stations

See comments in the Appendix for a complete list.

BT Table 14: Future Community Effort		Total	No		Low		Moderate		High		Mean	Rank
			1	%	2	%	3	%	4	%		
14a	Agriculture product processing	295	50	16.9%	90	30.5%	118	40.0%	37	12.5%	2.48	2
14b	Commercial/retail business	317	65	20.5%	96	30.3%	120	37.9%	36	11.4%	2.40	3
14c	Farming	320	25	7.8%	49	15.3%	138	43.1%	108	33.8%	3.03	1
14d	Light manufacturing	313	91	29.1%	108	34.5%	98	31.3%	16	5.1%	2.12	5
14e	New housing development (subdivision)	216	112	51.9%	66	30.6%	32	14.8%	6	2.8%	1.69	7
14f	Resort and related business	321	134	41.7%	96	29.9%	78	24.3%	13	4.0%	1.91	6
14g	Tourism	314	82	26.1%	89	28.3%	110	35.0%	33	10.5%	2.30	4

When residents were asked to prioritize what items public finances should be used for, the top two items ranked very close in all figures. On a one to three scale, one being don't support and three being strong support, *Road repair and maintenance* and *Emergency Services such as fire and police protection* ranked number one and number two based on support and strong support percentages and combined support/strong support percentages. By mean score, they were the same at 2.64. These two items each had over 66% strong support responses. See Table 15, Figure 17.

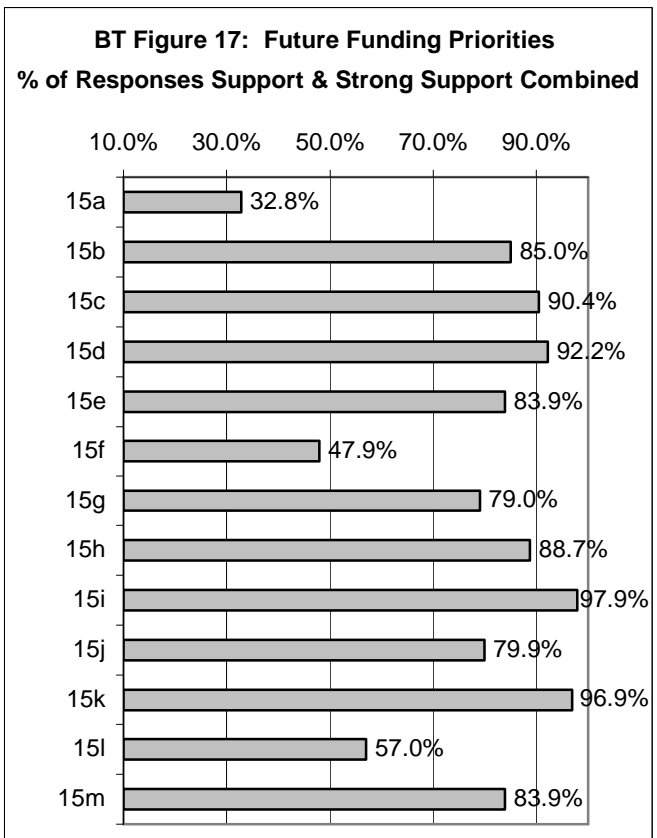
The support for *Road repair and maintenance* correlated back to *Section 1* where *Traffic congestion* was identified as the number one concern. Increased traffic congestion usually resulted in more road repair/maintenance needs which cost the township tax revenue.

Natural areas/open space preservation program, *Recycling*, and *Land use planning and zoning* were closely ranked third through fifth with 92.2%, 88.7% and 90.4%, respectively. Note that the fifth ranked *Land use planning and zoning* actually had a higher combined percentage than the 4th ranked *Recycling*. This was based on its high support response rate of 50.8% - the highest of all of that question's items.

Question 15 elicited some additional comments by respondents. The major themes included:

- City Water
- Attract upscale retail, restaurants

See Appendix for complete list of comments.



BT Table 15: Future Service Priorities		Total	Don't		Support		S. Support		Mean	Rank	2&3 Total
			1	%	2	%	3	%			
15a	Business and land development services	296	199	67.2%	85	28.7%	12	4.1%	1.37	13	32.8%
15b	Farmland preservation program for the community	314	47	15.0%	156	49.7%	111	35.4%	2.20	7	85.0%
15c	Land use planning and zoning	313	30	9.6%	159	50.8%	124	39.6%	2.30	5	90.4%
15d	Natural areas/open space preservation program	322	25	7.8%	148	46.0%	149	46.3%	2.39	3	92.2%
15e	Public parks	316	51	16.1%	173	54.7%	92	29.1%	2.13	10	83.9%
15f	Public transportation with small buses	315	164	52.1%	125	39.7%	26	8.3%	1.56	12	47.9%
15g	Purchase of additional land as nature preserve(s)	319	67	21.0%	122	38.2%	130	40.8%	2.20	8	79.0%
15h	Recycling	318	36	11.3%	134	42.1%	148	46.5%	2.35	4	88.7%
15i	Road repair and maintenance	326	7	2.1%	102	31.3%	217	66.6%	2.64	1	97.9%
15j	Trails for hiking, biking	323	65	20.1%	143	44.3%	115	35.6%	2.15	9	79.9%
15k	Emergency services such as fire and police protection	327	10	3.1%	99	30.3%	218	66.7%	2.64	2	96.9%
15l	Expansion of sewer and water for future development	316	136	43.0%	110	34.8%	70	22.2%	1.79	11	57.0%
15m	Upgrading and expanding school facilities	323	52	16.1%	144	44.6%	127	39.3%	2.23	6	83.9%

Section 7: Coordinated Planning

If any conclusions can be drawn from this survey, it was that the participating communities, while unique in some ways, had more similarities than differences. It appeared that each community was on the same development continuum with each one at a different point on the continuum.

Bruce Township residents recognized that many issues were multi-jurisdictional because they crossed municipal borders, such as water resources, roads and development impacts. It would follow that as multiple communities acting together they would have more success in realizing their goals. It seems that the residents think so, too.

Residents were asked if they favored *Coordinated Planning* with adjacent communities. The responses were favorable using a one to three scale with one being don't support and three strongly support. Of those who had an opinion, 51.9% favored and 37% strongly favored *Coordinated planning*. The 88.9% total was higher than the Total Response data. In comparison, over three times more residents strongly favored than didn't favor *Coordinated planning* activities. See Figure 18.

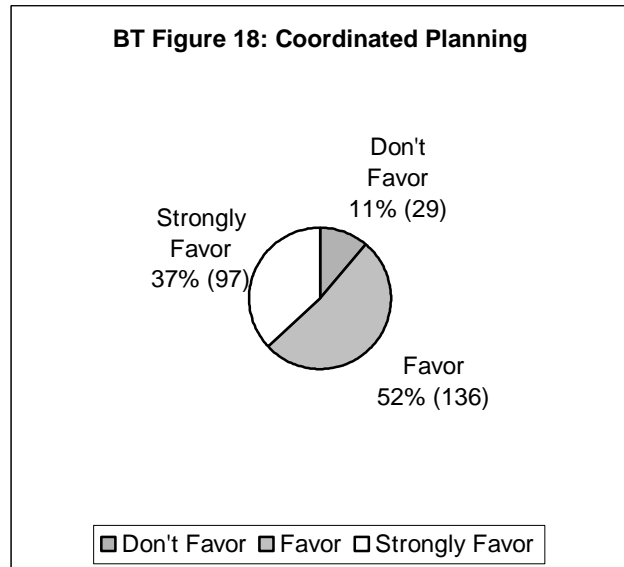
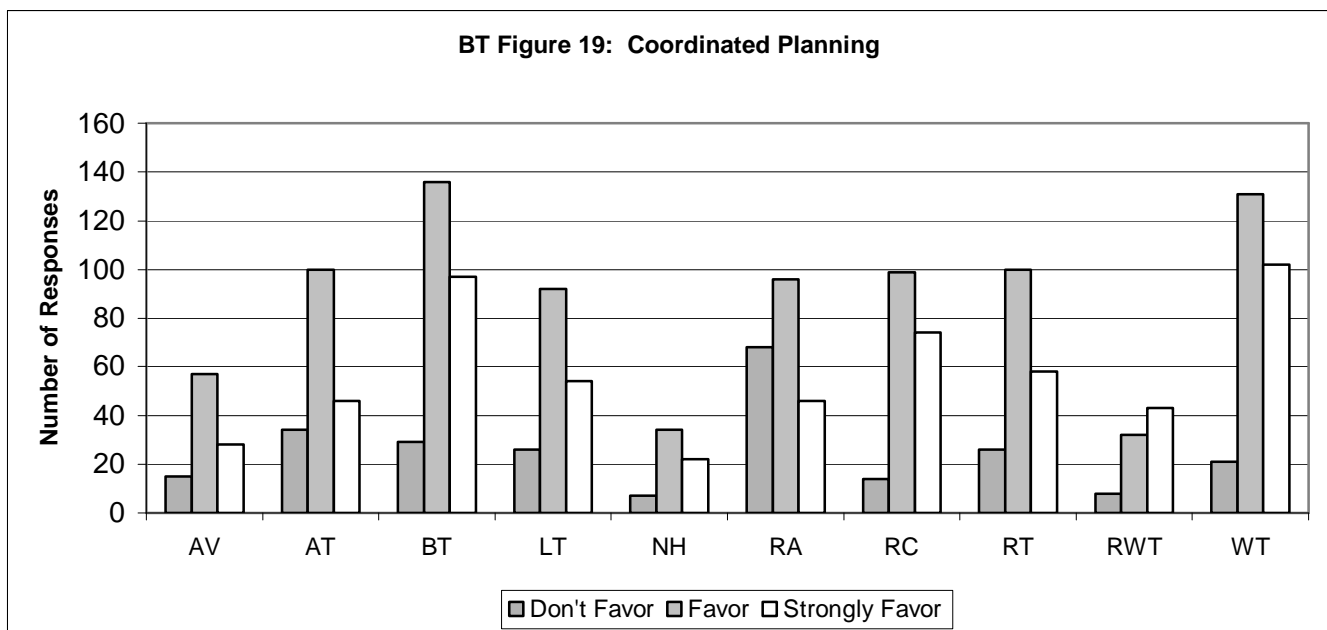


Figure 19 illustrates Bruce Township's citizen responses on *Coordinated Planning* along with the other participating community's responses.



*Some final thoughts about residents' opinions and comments
for elected officials.*

- Citizens care about the issues that were relevant to their lives and that of their communities evidenced by the high return rate. Encouraging further involvement through continued dialogue and education will further engage residents.
- Citizens value the natural resources of Macomb County. Consistent support was indicated for the use, preservation and maintenance of the natural resources such as water, streams, woodlots and general preservation.
- Citizens recognized that growth was an issue that will continually face them. By and large, they supported growth provided that the infrastructure already exists. Residents identified developers as the focal point for the negative aspects of growth. Most were less than satisfied with government's role in handling the growth challenges in their community.
- Citizens recognized and acknowledged their poor understanding of land use issues. Growth and land use were integral components in the essence and nature of the community. Helping citizens through an educational process that increases their understanding of land use alternatives and decision making options will help the community engage citizens in the local governance process.
- Citizens strongly supported collaboration and communication with adjacent communities. Survey analysis revealed a strong consistency, similarity, and homogeneity of responses across resident populations in the top responses to the questions. This consistency and expressed support gives elected officials a citizen mandate for inter-governmental communication and problem solving regarding community planning and issues.

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If you have questions about this report please ask for
Marilyn Rudzinski, Director or Terry Gibb, Natural Resources Agent

Additional information from other municipalities can be
found at our website www.msue.msu.edu/macomb

Northern Macomb County Citizen Opinion Survey-Bruce Township

The area has a variety of roads and road systems. In your opinion does the local, county, state and/or federal government need to:

Major highway access with limited roads for labor plot.	Connect M53 to I69, not VanDyke.
Train station	Pave dirt roads.
Pave mile roads, widen M-53 bypass, extend M-53 by	h.) Extend M-53 expressway to I-69.
Pall all the wat to I-69 freeway	
Better maintance of gravel country roads	Pave dirt roads.
Keep dirt roads graded	Limit access to M-53
Pave dirt roads Mound between 28 & 29 Mile	Finish M53 by-pass
Bridge repair and replacement	Eliminate dirt roads
Pave 34-Mile; no dirt roads	Pave dirt roads
Make a road of the railroad track from 29 to 32 mile rd.	Include thru streets with new developments. Too
Pave short section to connect pavements. (F) Does	many private roads & closed subdivisions.
not work	
Pave roads	Connector to I75 & I94 & I69
Pave dirt roads	Extend M-53 bypass to I - 69
Improve existing roads such as 31 Mile between M59	Add traffic lights
and Van Dyke	
Maintain existing roads	pave dirt roads
pave gravel roads	Pave mile roads
Use private concerns more. I.E. spraying chloride on	A more "driver friendly" construction schedule
the dirt roads and other maintenance functions	(not all major roads at once)
h) Pave east/west roads.	Improve dirt roads
Pave some dirt roads. Build a rec. center like Lapeer	Weight trucks carry
Improve the dirt roads of Macomb County and Bruce	H= Van Dyke E-way to 69 by pass
Twp.	
Maintain gravel roads better, ie. Dequindre between	Maintain and pave dirt roads
32&36 Mile Rd	
Current Land Use regs. May contradict township Land	Pave mud roads
Use objectives. Land Division Act minimizes # of splits	
of large parcels and hence only encourages inefficient	
wage and accredited expansion.	
h=more police on the roads	Signal lights on M53
Grade dirt roads more often.	Many dirt roads need improved.
Fix bridges now	Pave roads or improve surface material
Stop constant repair - do it right the first time	
Have M53 divided to I-69	
Roads safer.	
Commercial Airport	
More paving of dirt roads!!	
Pave gravel roads	
Secondary roads even if dirt roads need to be on a	
maintenance schedule, especially as subs go in.	
Pave Bordman Road to Van Dyke	
Maintain in winter	
h.) Need M-53 Freeway build to north of Imlay City.	
Road upkeep and grade more often.	
Pave gravel roads.	

What do you believe are the barriers, if any, to meeting land use challenges in your community?

Developers buy out the townships vote
 We have too many plazas, stores
 The law was passed in 1997 which said land cannot be simply split anymore after 10 years. Must be platted.
 Lack of support from judicial system to township plans
 i) We are a planned community.
 l.) Lawsuits.
 Poor or limited media coverage
 Improve the dirt roads of Macomb County and Bruce Twp.
 There should be very specific rules of remodel and painting of buildings in the village. It should be kept Historically correct. Lombardo is doing a great job in keeping in tune with that.
 Too much influence by those with lots of money
 Lack of good roads and maintenance.
 We feel very different about the rate of growth in Romeo than we feel about growth in Washington. Washington is "out of control" and unfortunately they are right on Romeo's border so this growth is affecting Romeo as well. Romeo does not need strip centers.
 i.) Land rape. Like at 33 and Campground - they cut all the trees/turned a wonderful area into mud.
 Have no idea
 No impact tax laws
 Not enough money to challenge wealthy developers.
 Too many developers, though court actions win over objective of tax payer.
 Why grow at all? Leave the community small and rural! Follow the money interests into the sewer!
 Private property rights are too often over regulated due to pressure from special interest groups.
 Do not use public funds to bail out polluters. Fine them and make them pay.
 Developers pressure on rezoning not in accordance with community plans and housing near by.
 Adhere to Master Plan

Public officials need to know your concerns about the economic future of your area. Indicate the level of effort (time and money) you feel should be directed towards attracting the following activities to your community.

Restaurants
 No more new housing
 Large Mfg complex
 Restaurants
 Restaurants
 h=new roads, security
 Hig tech or professional businesses.
 Not the function of the Government
 No new subdivisions until roads are made safer.
 More retail stores/shopping options.
 Family/small community
 Maintain farms and orchards
 We need a hotel or motel in area; also a small campground. But please, no more golf courses or gas stations.
 A safe quiet place to live
 No need to attract anything. Let it grow naturally.
 Trailer or H. Density mobile type homes
 Zoning control more community activity like fairs, animal 4H and others.

Northern Macomb County Citizen Opinion Survey-Bruce Township

As the community continues to grow and develop, additional public services will be required. Please indicate the extent to which you support public financing to pay for any of the following:

Anti-blight programs - clean up rusting autos, vehicles, mini junkyards; make landlords fix up rental dwellings.

Pay for none better manage existing money

Romeo, Bruce, Washington need good restaurants and stores like downtown Rochester

Our taxes are too high now.

Better, more efficient roads allow us to get where we want to go so every community doesn't need one of everything

Senior Programs

Need new water and sewer facility

n.) Shopping facilities.

Cut away from Washington, let that district merge with Utica, you'll have enough schools

Improve method for determining future needs before asking for more funding for schools.

Get city water in village